

From: Jeff Fischer, The Motley Fool <Fool@foolsubs.com>
Sent: Saturday, December 31, 2011 9:23 AM
To: Hanchett, James (DPH)
Subject: Your invitation expires at 11:59 PM ET TONIGHT

**In the minutes remaining between now and 2012,
a number of your fellow investors will confidently
take control of their financial destinies...**

Saturday, December 31, 2011

Dear Fellow Investor,

Will you be among them?

And position yourself to make meaningful gains this coming year -- regardless of whether the stock market soars, slumps, or shuffles sideways.

If you *think* you might be interested, I urge you to consider the following invitation before it expires. (Plus, the plan is the next time we open *Motley Fool Options* to new members, the price will be considerably higher.)

So click the link below to access your video invitation. Or, if you prefer, read the text version just ahead.

**Click here to access your invitation
before it expires tonight at midnight!**

Kind Regards,



Jeff Fischer
Advisor, *Motley Fool Options*

**The incredible TRUE STORY of how I set myself free
from the stock market... took off for the French West
Indies and Costa Rica... wrote myself income checks...
and called it my "trial retirement"...**

**AND HOW YOU CAN TOO (even in a flat or falling
market!)**

-- by Jeff Fischer

Dear Fellow Investor,

You could say I'm no longer a victim of the market, or at the market's whims.

I don't need stocks to go up to make a profit. Instead, *I'm in charge*. Writing myself income checks on a regular basis -- even in a flat or down market.

It no longer matters to me if the market goes anywhere. In fact, headlines like these often make me smile and thank my lucky stars:



My name is Jeff Fischer. If you'll give me a few minutes, I think I can provide you the greatest gift you'll ever receive. That's an incredibly bold promise, I realize. So let me come straight to the point...

I lead a small and dedicated group here at The Motley Fool. And we'd like YOU to join us.

What our group discovered over the last 28 months changed a lot of people's minds about what's possible for individual investors.

It can best be described as a revolution here at The Motley Fool... you'll hear first-hand accounts in a second.

For example, did you know:

- You can PROFIT AGAIN AND AGAIN from a sideways-moving stock...
- You can FORGET THE S&P and make money when the market is up, flat, or sliding...
- You can even BUY YOUR STOCKS CHEAPER and sell them for higher prices!

And it all begins with employing an easier-than-you-think options strategy alongside your portfolio. That's right, options.

- Options that'll GUARDRAIL YOUR PORTFOLIO with zero out-of-pocket costs...
- Options so safe even retirees depend on them for REGULAR AND PREDICTABLE STREAMS OF CASH...

It's true. In fact, our group sold Western Union options -- and realized 100% CASH INCOME in just a couple of months. We also sold options on Perfect World -- and netted 88% cash returns, again, in only a few months.

Our sensible and easy-to-follow options approach is dazzling our members and making them meaningful gains, with VERY LITTLE RISK. Have a look:

- Our recent eBay recommendation made 91%, while eBay stock only went up 30% (and it only needed to go up 1% for us to make this gain, I'll explain why in a moment)...
- Our YUM trade made 78%. And again, the stock only needed to gain 4% for us to realize this gain (more on these two trades in a moment)...

Plus, a quick string of profits like:

42% on PepsiCo... 38% on Microsoft... 100% writing puts on Riverbed Technologies... 21% on an Ebix spread... 24% on OpenText puts... and more.

Here's the important part in all this for you: in the time it takes you to read this email, you're going to discover step-by-step how you can make gains like these in any market -- with a minimum of risk, and all the resources of The Motley Fool behind you.

Then I'd like to extend a SPECIAL INVITATION to you. In fact, we only open our books to new members on rare occasions. And this is YOUR chance.

That's why I urge you to read on and make an informed decision -- a decision a number of Fools just like you recently made...

"Building family wealth..."

"I want to say thank you for what you do... I can't begin to tell you what this means for me and my family!"
-- R. Stone, Little Rock, AR

"Great results..."

"I'm here and excited! I've followed your option instruction and recommendations... and have been exceedingly pleased with the results! Thanks for your great work!"
-- M.M., Stillwater, OK

"Excited and impressed..."

"I'm excited by the quality of this service so far, and impressed with the volume of educational material the Fool team has put together!"
-- R. Shepherd, Bellingham, WA

What members are saying about Motley Fool Options:

"Made \$2,032 this month"
"Wanted you to know how much I appreciate your service. This month I have netted +\$2,032 from your recommendations. Grazie Fools!"
-- Roger Dehring, Wayzata, MN

"Scrupulously honest "
"You are very attentive to the needs and goals of your subscribers, and you are scrupulously honest in how you measure and disclose your results."
-- R.M., Highlands Ranch, CO

"Actionable and profitable"
"MFO has no only taught me a lot about options (with more still to learn), but has also provided me with a number of actionable and profitable recommendations."
-- Brian J, Westchester, NY

START NOW

These are just a few of the first-hand accounts. I've received hundreds and hundreds of messages like these... from *liberated and now confident, forward-looking individual investors*... you'll see a handful of others a little further down.

Because let's face it. This is a tough market for traditional buy-and-hold investors...

Just take a look at the uncertainties named by analysts at Reuters' 2012 Investment Outlook Summit:

- the potential breakup of the Eurozone...
- a "potentially divisive U.S. presidential election" that can put U.S. deficit reduction at risk...
- and China's handling of a cooling economy, to name only a few.

Meaning, 2012 and beyond could be some of the toughest years ever to grow your portfolio and move toward your financial dreams. UNLESS you have a plan...

According to Fran Kinniry, a principal in Vanguard's Investment Strategy Group, volatility will make diversification and long-term planning even more important. "[Investors] need to develop an asset allocation plan and really try not to get the short-term market to run their emotions."

That's where an easier-than-you-think options strategy... and our dedicated group of poised, self-assured investors comes in.

But if you're anything like me -- a skeptical consumer and investor -- you might be wondering: *Is this approach really different? Is it really better?*

Here are the 3 things I think prove this is different and better than any wealth-building strategy you've seen before...

1. We've figured out a way to take the world's most powerful financial tools and techniques (options) and make them simple to use, and available to individuals like you...
2. Since 2005, my public options recommendations have made money more than 90% of the time. Which is a staggering rate of success, if you'll allow me to chest-pound just this once.
3. A special edge. Every day, I have access to The Motley Fool's very best analysts and advisors. I can put my hands on their best ideas, and draw from the entire Fool universe of research...

You see, I'm able to recommend options trades to investors like you on Motley Fool newsletter recommendations.

Let me introduce you to what some are calling the Fool's "quiet revolution" -- Motley Fool Options

You could say our group occupies a very profitable niche right alongside our Motley Fool newsletter services. Let me show you what I mean...

Back in August of 2009 -- as you'll recall, despite an incredible market rebound, most investors still weren't convinced the worst of the financial crisis was



behind us...

As a result, many great companies were still selling well below their fair values. Take longtime *Stock Advisor* recommendation, eBay for example...

When my friend and *Motley Fool Options* Co-Advisor Jim Gillies came across this longtime Fool recommendation, eBay was trading at about \$22 per share...

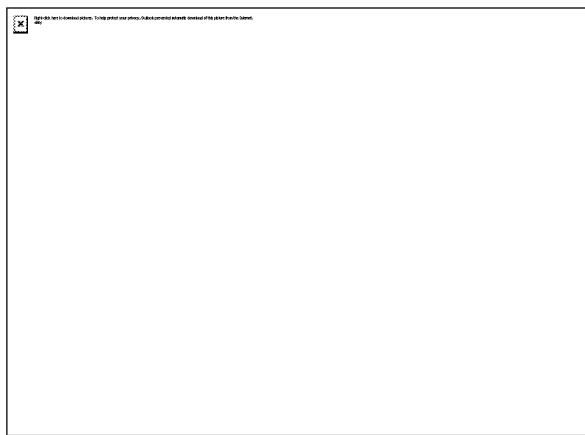
But Jim was convinced it was worth far more. And not just because it would eventually "bounce back" to its former highs. eBay's true growth engine was no longer its online auction platform, but rather its online payment platform, PayPal.

PayPal's blistering growth wasn't yet priced into eBay's stock. Investors were still skittish and the market was just unstable (much like it is today) -- which meant eBay could drag sideways for months...

So rather than recommending our members plow hard-earned money into eBay shares and hope for the best, Jim recommended a simple options strategy called a "bull call spread."

He showed our members how to simultaneously buy \$20 calls (a bit below eBay's share price) and write \$22.50 calls (just above eBay's share price)...

They'd risk less money than buying the stock outright -- yet nearly *double* the value of their investment if shares of eBay were to climb above \$22.50 (or just 1%) over the next 16 months...



As you can see, Jim's strategy worked out perfectly. And our members were able to close out the trade at a 91% profit!

That's over THREE TIMES the return you would have gotten by simply buying shares of eBay (which ended up climbing about 30% over that period)...

And don't forget, this recommendation would've handed you roughly the same gain even if eBay only climbed 1%. Not to mention, it required you to risk *less* capital upfront.

Intriguing? You bet it is. Especially in a "go nowhere" market like the one we're facing right now.

That's precisely the reason for this special invitation...

As we're about to flip the calendar, you have the opportunity to make 2012 your most profitable year -- regardless of the direction of the stock market...

You see, with these strategies you can make money from soaring, falling, or even sideways-moving stocks.

And the best part is: It doesn't matter if you have experience with options or not. You can begin trading options right away alongside your portfolio with *Motley Fool Options*...

We'll provide plenty of "hand-holding" for those who want it. We'll show you exactly how to get started, even how to place a trade, and we'll advise on any follow-up down the road. You'll know exactly what your maximum risk and potential rewards are with each trade you make.

Nobody is going to make options clearer, easier, more logical, and more lucrative for you. And as a *Motley Fool Options* member, you'll have online access to me and my team, at any point.

You'll get everything you need. Including the tools to make a handsome string of profits when stocks go up (as you've just seen), when they go down, AND when they stay flat.

Want more proof? Let's take a look at that YUM trade I mentioned a minute ago.

Not long after Jim set up his bull call spread on eBay, The Motley Fool named Yum! Brands (parent company of KFC, Taco Bell, and Pizza Hut) a top stock pick for 2010...

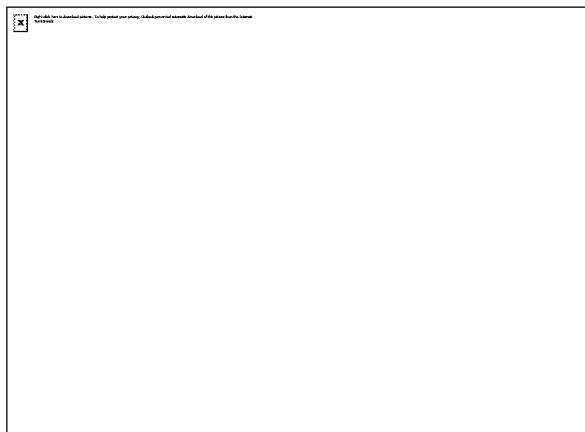
I agreed it was an intriguing investment. After all, KFC was the fastest growing chain in China -- and still had plenty of ground to cover. Yet I knew this potential wasn't being fully priced into the stock...

Yum! Brands was already a multi billion-dollar company and even if Wall Street woke up to the China story, the most you could realistically expect to make owning the stock outright would be maybe 30-40%...

I felt that kind of return wasn't worth the risk you'd have to take on by buying shares alone...

So, much like Jim did with eBay, I recommended *Motley Fool Options* members set up a bull call spread on Yum! Brands...

This would allow them to risk LESS cash upfront than buying the stock outright... but would hand our members a MUCH higher return if the stock climbed just 4% over the next 11 months (which I was confident it would given its growth prospects). And look what happened...



As you can see, shares of Yum! Brands climbed from about \$34 to about \$48 -- meaning had you owned the stock you would have earned about 40%. Not bad.

But *Motley Fool Options* members were able to lock in a 78% gain (nearly DOUBLE that of just owning shares outright) -- and they didn't have to risk nearly as much capital upfront.

Plus, don't forget that even if shares had moved up only 4%, *Motley Fool Options* members STILL would have been able to earn nearly 80% on their investment.

But I didn't email you to chirp about past wins. Instead I'm getting in touch to talk about the strategies that will succeed in 2012...

A sideways-moving market... plays right into repeatable option strategies. Like writing straddles on range-bound stocks for income yields eclipsing 10% in just a few months' time...

If the coming months favor quality, large-cap companies... look for relatively safe, money-making plays like a bull call spread on modest moves from large blue chips...

If the coming months see stocks inflate too fast... watch for lower-risk shorting strategies like buying puts, bear-put spreads, and synthetic shorts to profit on the market's downside while capping potential risks at the same time!

And when values show up in companies growing at a good clip... we'll be buying 2014 call options. Or setting up synthetic longs to earn extra-large returns on a stock's gains, while again, risking less capital...

One thing I need to mention, though. These trades are not subject to a monthly publication schedule. Instead, they could come at any time -- every other day, or once a week.

So even though *Motley Fool Options* does not require trading experience, it does require a dedication to making more money, often in shorter periods of time.

Here's the bottom line in all of this...

Motley Fool Options has launched a revolution here at The Motley Fool. It's an unlimited, unrestricted approach to help you build wealth steadily and assuredly. In good markets, and in bad.

Longtime, dyed-in-the-wool Fools have been dazzled. Even the mainstream financial media has taken notice. Take a look at what *Barron's* had to say:



At the core of this... and *Motley Fool Options*... is a wide-open toolbox to hammer away at the best, and most timely, opportunities the market has to offer.

Take for instance, our recent recommendation on Ford Motor -- a chance for you to jump on board for what could be a 500% gain...

Motley Fool Options members have already made nearly 50% on a 10% move in Ford stock. This position was set up recently and doesn't expire until 2014, so you still have time to join us for this one...

If Ford, which trades at about 6 times earnings, continues to recover the way we think it will, this synthetic long option position could be one of our most successful yet, gaining more than 500%.

And it's not particularly risky. All it obligates us to do is buy Ford stock at \$10 if shares are below \$10 by 2014 (they're currently just below \$11). That \$10 price is right near its 52-week low...

We see great gains ahead for the next two years, and our synthetic long should pay very well -- 49% since November is just a start.

And that's just the tip of the iceberg here...

- We're currently on track to easily clear more than 50% on a low-risk bull call spread on Intel, while the shares have gained 25%...
- We've set up a bull call spread on Apple that will reward us 105% as long as Apple ends January 2013 above \$360...
- And much, MUCH more as you'll see if you decide to accept this no-risk invitation to join us...

But let's back up a quick second. Of course, my first goal is to achieve impressive gains with considerably less risk for our members. But *Motley Fool Options* is also designed to make you a better, more confident investor...

After all, consider how, at one point or another, you've probably found yourself selling when you should have been buying. Or buying when a stock had already climbed beyond a fair valuation...

It's tough to know when to add to your winners... when to sell to take your profits... which new investments are best at any given time. But that's exactly where *Motley Fool Options* can help. Because now you have one HUGE advantage...

***Motley Fool Options* will give you a window into the Fool's best stock picks at any given moment...**

And you can use this incredibly valuable information even if you don't think of yourself as a "trader." Just by making one simple transaction every week or so, you'll become a better investor; improve, protect, and enhance your stock portfolio; and build real wealth...

Just imagine not worrying about the market for the first time. Not sweating if stocks drop suddenly. In fact, a sudden drop signals an opportunity. One that you'll enjoy because of the lucrative and simple *Motley Fool Options* strategies at your disposal...

Imagine making money in all kinds of markets... sensibly and strategically. And still enjoying long-term returns for your stocks, while actually reducing your risk.

And again, our members have been nothing short of liberated by this approach:

"Thanks..."

"I never ever would have thought about using options in my years of investing if it wasn't for Jeff and Jim. Thanks guys!"
-- S.S., Melrose Park, IL

"I'm thrilled..."

"I'm thrilled The Motley Fool added this service -- Jeff and Jim make for a powerful and exciting options team."
-- Geoffrey W., Pittsburgh, PA

"Add to my education and wealth building..."

"I've been able to add options to my toolbox. I have seen the potential options can add to your portfolio and know this service will add to my education and wealth building."
-- D. Heredia, Keller, TX

But I should make an important point. Even though you don't need prior options experience to join *Motley Fool Options* -- there is still plenty in this service for those with options experience.

Especially if you're somewhat new to The Motley Fool and you're looking for a way to tap into our most compelling newsletter recommendations at any given moment.

And your timing couldn't be better...

We've recently made it a policy here at The Motley Fool to REWARD long-term investors. That's why I'm thrilled to announce...

**You can join *Motley Fool Options* for three full years
and get 100% of your money back *anytime* in that
three-year period -- for any reason!**

And of course if you decide to join for a shorter term, the standard Motley Fool guarantee applies: full money back inside of 30 days, and then the remaining value of your term at any point after 30 days.

These guarantees take away nearly all the risk, making it possible to assure your spot in *Motley Fool Options* (remember, this is a invitation-only service that opens to new members on rare occasions). And make this sort of a no-brainer, right?

So let's walk through what the service will look like for you...

We'll be dealing with faster-moving opportunities and a constantly evolving trading landscape... accordingly, *Motley Fool Options* members can expect more frequent and timely communication from us...

- Options Weekly email, delivered to your inbox every Friday at 2 PM EST and featuring your very own "Trades You Can Make" section with our top trade ideas
- Dedicated *Motley Fool Options* online forum staffed by some of the smartest options investors around
- Options quoting tools -- find the right option, at the right price, at the right time
- Our proprietary "Options U" resources, including detailed strategy guides explaining how and why you'd use various strategies

PLUS, an evolving variety of *Motley Fool Options* strategies from the simplest to the more advanced. And real-time trading alerts whenever we find an irresistible opportunity.

WHAT ALL THIS MEANS TO YOU: If you've received this invitation, your opportunity to secure a spot is guaranteed if you click on the "Start Now" link at the bottom of this email.

OK, so what does *Motley Fool Options* cost for a year? (Just wait 'til you see the tremendous savings.)

First, let me just say, if you've looked around at options trading services before, you know they run \$2,000, \$2,500, even \$5,000 per year and more. A few may be worth it. Most are not. But what's important here is that you already know my market-beating track records (my track record managing real-money portfolios and my over 90% success rate trading options) and the success of all the Motley Fool newsletter services.

What would it be worth to you to make profits like those described in this email?

Imagine how it might feel to pay off your mortgage early... lock down your kids' college tuition... do more of what you want, when you want! OK, ready for the good news?

**Accept this *Motley Fool Options* RARE INVITATION...
and you can take \$400 OFF!**

While ordinarily you'd pay \$999 to join *Motley Fool Options*, by accepting this special invitation you can knock \$400 right off the top. And pay just \$599 for the full year!

But I should mention that to take advantage of this rare opportunity to join -- [we need to hear from you right away.](#)

Because we'll soon close *Motley Fool Options* again to make sure members are getting into, and out of, the recommended option trades efficiently, and at the best prices possible. We also want to ensure we are able to answer your questions. And basically provide the best member experience of any such service on the planet.

It's not that we're trying to be unfair. It's just that we want to make sure you have the best possible experience. I'm sure you agree with this approach.

So let us hear from you right away. And put *Motley Fool Options* to work for you beginning now!

START NOW

Sincere regards,



Jeff Fischer
Advisor, *Motley Fool Options*

P.S. You have the opportunity to access *Motley Fool Options* WITHOUT ANY RISK WHATSOEVER. Because you can get your money back, up to the last day of your first month. For any reason, we'll give you a full refund.

Or if you join us for three years, you can take up to THREE FULL YEARS TO DECIDE. That's right. You can ask for your money back anytime during your three-year term, and we'll give you a FULL REFUND -- NO QUESTIONS ASKED.

Of course, this kind of guarantee makes it possible to pay nothing and still have access to all our trades for months, and even years! That's OK. That's how confident I am in what we have to offer you.

The only catch is we need to hear from you RIGHT AWAY!

All figures as of December 13, 2011. Past performance doesn't guarantee future results.

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